

ORDER



Orders
Order / Rev: 184382
Alt Order #:
Product Desc: Coffman for Congress
Estimate: 2669
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Congress/Coffman (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	47	\$31,635.00	\$26,889.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$31,635.00	\$26,889.75	0.00
Totals	47	\$31,635.00	\$26,889.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/16/12	09/16/12	SUN Sports Extra-KMGH	CA	1037P-11p	-----S	:30	1	\$410.00	P3	0.00	NM	1	\$410.00
				10P News Sunday Sports											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----S		1				\$410.00		0.00			
N 2	KMGH	09/11/12	09/17/12	Nightline	CA	1037P-1103P	11111--	:30	5	\$525.00	P3	0.00	NM	5	\$2,625.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	11111--		5				\$525.00		0.00			
N 3	KMGH	09/16/12	09/16/12	10P NEWS - M-F/SU	CA	10P-1037P	-----S	:30	1	\$750.00	P3	0.00	NM	1	\$750.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----S		1				\$750.00		0.00			
N 4	KMGH	09/15/12	09/15/12	10P NEWS - SAT	CA	10P-1037P	-----S-	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
				10P NEWS (SAT)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----S-		1				\$450.00		0.00			
N 5	KMGH	09/11/12	09/17/12	10P NEWS - M-F/SU	CA	10P-1037P	11111--	:30	5	\$750.00	P3	0.00	NM	5	\$3,750.00
				10P NEWS (M-F/SU)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	11111--		5				\$750.00		0.00			
N 6	KMGH	09/15/12	09/15/12	ABC College FB - Prime	CA	6P-930P	-----S-	:30	1	\$1,800.00	P3	0.00	NM	1	\$1,800.00
				ABC College FB - Prime/PA		(7:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	-----S-		1				\$1,800.00		0.00			

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Advertiser: Congress/Coffman (R)
Product Desc: Coffman for Congress
Estimate: 2669

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	09/12/12	09/12/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$1,525.00	P3	0.00	NM	1	\$1,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	--W----		1				\$1,525.00		0.00			
N 8	KMGH	09/11/12	09/17/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11111--	:30	5	\$1,185.00	P3	0.00	NM	5	\$5,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11111--		5				\$1,185.00		0.00			
N 9	KMGH	09/11/12	09/17/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11111--	:30	5	\$1,185.00	P3	0.00	NM	5	\$5,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11111--		5				\$1,185.00		0.00			
N 10	KMGH	09/16/12	09/16/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	-----S		1				\$300.00		0.00			
N 11	KMGH	09/15/12	09/15/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	-----S-		1				\$300.00		0.00			
N 12	KMGH	09/11/12	09/17/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11-1---	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11-1---		3				\$650.00		0.00			
N 13	KMGH	09/11/12	09/17/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	11111--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11111--		5				\$250.00		0.00			
N 14	KMGH	09/16/12	09/16/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	-----S		1				\$200.00		0.00			
N 15	KMGH	09/15/12	09/15/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	-----S-		1				\$225.00		0.00			
N 16	KMGH	09/11/12	09/17/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11111--		5				\$450.00		0.00			
N 17	KMGH	09/11/12	09/17/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	11111--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/11/12	09/17/12	11111--		5				\$400.00		0.00			
Totals													47	\$31,635.00	